

*"A skilled workforce for today's jobs and tomorrow's careers..."*

**Performance Objective: Increase employer market share, including high tech, high skill industries**

- ✦ Increase participation in Strategic Alliance initiative with staffing agencies and educational institutions that provide training in high-skill and high growth industries
- ✦ Enhance Toolbox on-line market penetration reports to include business management functionality
- ✦ Implement statewide Strategic Marketing Plan to market benefits of DWD services to targeted businesses
- ✦ Participate in Departmental integration effort to align DWD strategies with DED Strategies
- ✦ Implement Phase II of local Business Outreach and Marketing plans
- ✦ Support local Skills Gap Analysis projects

**Quality Objective: Increase the quality of services provided to Missouri Businesses**

- ✦ Increase contacts with state and regional MECs, Chambers of Commerce to convey benefits of workforce system and identify areas of improvement
- ✦ Survey businesses on strategies to increase the use of job orders
- ✦ Work with businesses to develop strategies to reduce HR costs, UI claim duration, and Worker's Compensation claims
- ✦ Develop business quality metrics to track successes in serving businesses
- ✦ Increase the number of DWD staff trained to provide customer assistance to businesses

**Performance Objective: Increase the number of workforce clients that attain self-sufficiency**

- ✦ Develop strategies and policies to increase the number of clients that receive services from more than one workforce program
- ✦ Increase the number of clients enrolled in postsecondary training programs
- ✦ Develop Toolbox to integrate multiple sources of information to best match workforce services to job seeker career needs
- ✦ Employ business input and market research to train clients for in-demand and high growth occupations
- ✦ Enhance delivery of workforce services to improve career opportunities for low-skilled workers
- ✦ Develop career ladders in growth industries
- ✦ Increase the number of youth enrolled in skilled trade apprenticeships
- ✦ Enhance service delivery features of GreatHires.org

**Quality Objective: Improve the quality and consistency of Missouri Career Centers and DWD Products**

- ✦ Develop client flow charts for each Career Center and integrate optimal flow strategies into Toolbox
- ✦ Implement recommendations from Mystery Shopper program to improve Career Centers
- ✦ Strengthen case management available in Career Centers by increasing skill sets of casemanagers via training and staff development
- ✦ Develop/procure self-paced training resources and deploy to staff via Toolbox Workforce Resources link
- ✦ Develop resources of Toolbox to automate functions (WARN logs, etc.) and integrate evolving requirements of programs
- ✦ Develop Missouri Career Center certification policy and procedures to improve workforce services
- ✦ Develop Balanced Scorecard program performance reports of DWD programs compared to targets, using new federal Common Measures

